Welcome, Good Evening 🌛

Ribbon App Performance

SocialBlaze launched a new app, **Ribbon** on the 6th of July 2023. The main aim of this report is to determine if the product was a success or not by analyzing the Apps performance and provide actionable recommendations or areas of improvement based on the analysis. SocialBlaze also have another app called InstantSnaps - Users accounts on InstantSnaps will be linked to Ribbon.

USER ACQUISITION REPORT

This report undertakes an examination of metrics related to User Acquisition for Ribbon. Specifically, it scrutinizes the installation rate, user sign-up frequency, and user churn rate.

GO TO REPORT

USER ENGAGEMENT REPORT

This report examines user interactions within the app, focusing on metrics like Daily Active Users on Ribbon, average app usage time, retention rate, and a comparison of DAUs between Ribbon and InstantSnaps.

GO TO REPORT

SOCIAL ACTIVITY REPORT

This report section looks closely at how users interact socially. Metrics such as how many posts users make, how many posts users like, how many posts users view, and how many posts users share again are highlighted.

GO TO REPORT

Numerist
July '23 Data Challenge

Ribbon

User Acquisition Report

Daily | Weekly

Launch Week: All

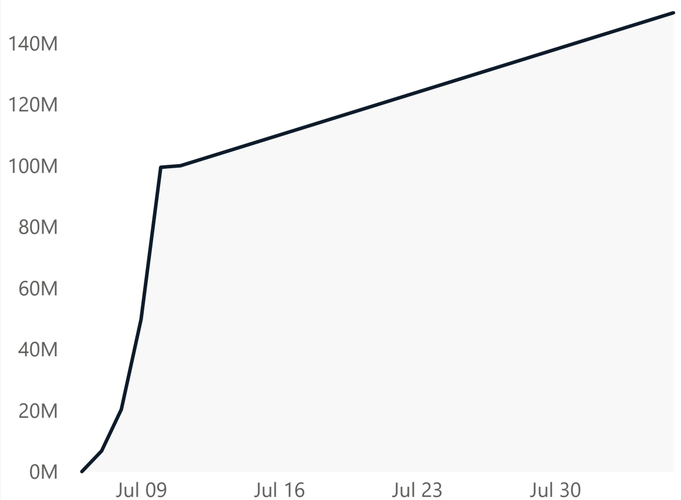
Report Info

- Home
- Acquisition Report
- Engagement Report
- Social Activity Report
- Profile

Total User Sign-ups

150.00M

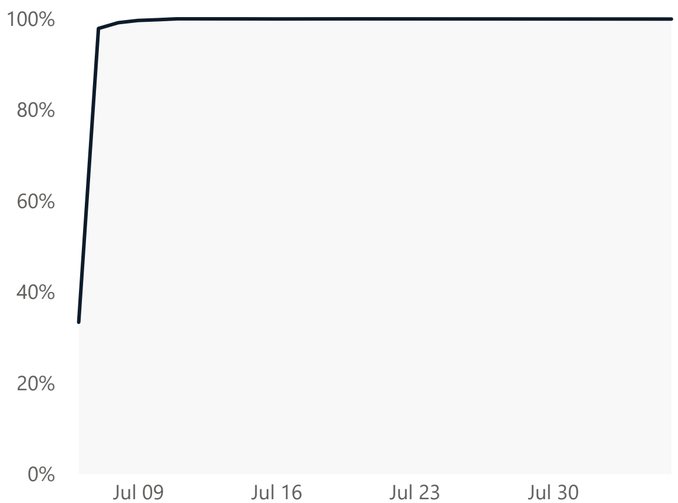
DoD%: 1.35%



Conversion Rate (%)

99.90%

DoD%: 0.00%



Churn Rate (%)

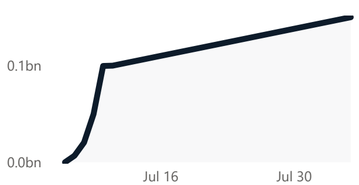
0.58%

DoD%: 3.49%

Total App Installs

150.15M

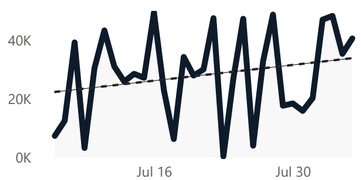
DoD%: 1.35%



Average Daily Uninstalls

28.14K

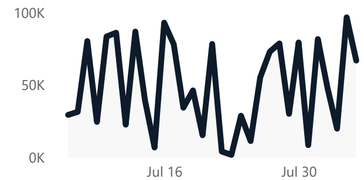
DoD%: 14.86%



Average Daily App Crashes

49.14K

DoD%: -30.81%



Ribbon

User Engagement Report

Daily | Weekly

Launch Week: All

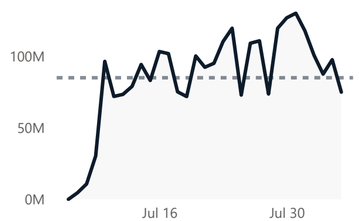
Report Info

- Home
- Acquisition Report
- Engagement Report
- Social Activity Report
- Profile

Average Daily Active Users

85.07M

DoD%: -23.22%



Retention Rate (%)

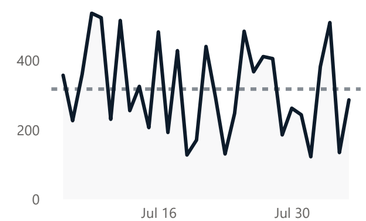
74.4%

DoD%: -24.24%

Average Time Spent (mins) per Day

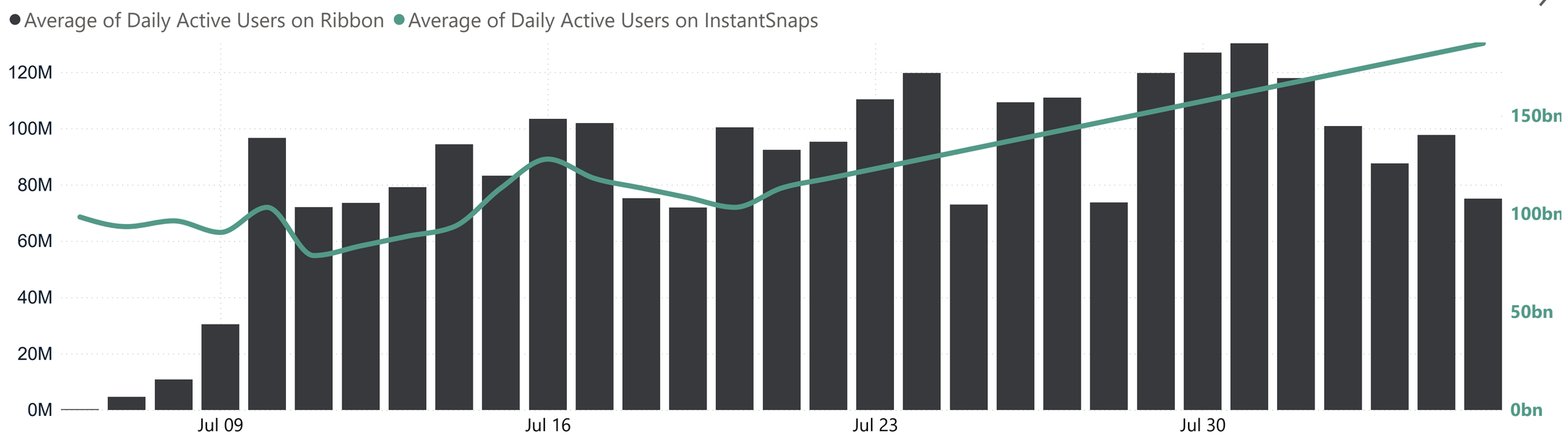
318.16

DoD%: 112.59%



User Interaction Patterns: **Ribbon** vs. **InstaSnap** Daily Activity

Correlation



Ribbon

Social Media Activity Report

Report Info

Social Metrics: Total Number of Posts Made on Ribbon

Selected Date: JUL6 | JUL7 | JUL8 | JUL9 | JUL10

Number of Previous Days: 12

- Home
- Acquisition Report
- Engagement Report
- Social Activity Report
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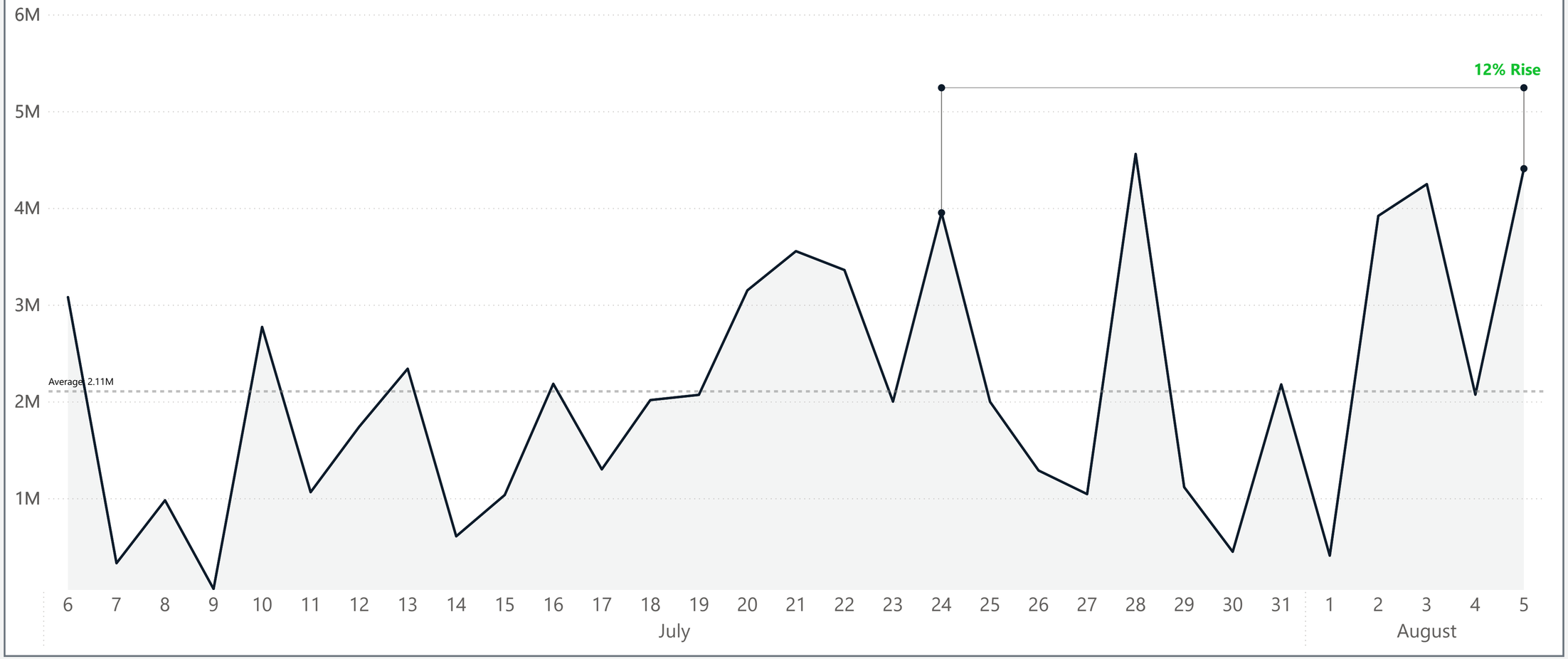
Trend Showing Total Number of Posts Made on Ribbon

Comparing **July 24** to **August 5**, there is a **12% Rise** in social activity.



Malcom Okonkwo

BI Analyst

I am a data analyst and storyteller with a sharp eye for patterns and a knack for telling stories that are informed by data. I specialize in converting data into narratives that guide business growth.

I have strong analytical skills and an innate ability for data visualization.

Find Me